MANUAL / NIKE AUTHENTICATION GATE

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RELEASE NOTES

THE NIKE AUTHENTICATION GATE ENSURES ALL EVENT ATTENDEES ARE PART OF THE NIKE+ COMMUNITY

INTRODUCTION

WHAT IS THE NIKE AUTHENTICATION GATE?

The Nike Authentication Gate is a tool created to ensure all Nike event attendees are part of the Nike+ community. By ensuring each attendee is part of the Nike+ community, Nike can deliver an immersive brand experience, engage event attendees through elevated event initiatives and gain valuable consumer and event insights.

HOW DOES THE TOOL WORK?

The Nike Authentication Gate is a microsite that will live between your event's public promotional touchpoint (such as a Facebook page) and your event registration form. When users visit your public touchpoint promoting your event and choose to register, they will be automatically directed to the Nike Authentication Gate. In order to continue with the registration process, users will be required to enter their existing Nike+ account information, or create a new Nike+ account. Once users have completed this step, they will be able to access the registration forms managed by your registration vendor and can complete their registration.

WHAT DOES THE TOOL NOT PROVIDE?

The Nike Authentication Gate is not a registration tool and will not provide support for event registration forms. Once users have confirmed their existing Nike+ account (or created a new account) they are directed to your event registration form hosted on your external site.

While it is possible to leverage the Nike Authentication Gate as a public touchpoint for promoting your event, you are still required to manage the event registration needs independently through a local registration vendor of your choosing.

GETTING STARTED

ESTABLISHING CONTACTS
You will need to establish legal and business contacts for approvals before launching your gate. If you need support determining who these contacts are, please refer to the Support section of this manual.

SETTING UP YOUR GATE
For information on how to get your gate set-up, please refer to the Implementation section of this manual

NIKE LEGAL
Nike Legal must approve your gate prior to going live. The Gate provides you the ability to update and customize consumer messaging. As a result, you are required to establish a Nike Legal contact and receive approval prior to deploying your gate.

After you have received the link to your Gate's staging environment, please provide your Nike Legal contact with access and visibility on the entire process in order to provide approval.

Each event may require different timelines for the legal approval process. Please inquire what time is required with your contact(s) and plan accordingly to approve your Gate in order to avoid roadblocks.

DATA TRACKING
The Gate tracks unique consumer information passed through in the URL string for each user. You will need to confirm your registration vendor has planned accordingly to receive this information per the Data Tracking section of this user manual.

YOUR GATE DESIGN
The Nike Authentication Gate design and experience can not be edited or customized for your specific event.

In order to maintain a consistent brand experience and consumer journey, you are only allowed to edit the Customizable Assets as shown in this user manual.

USING YOUR GATE
Nike Authentication Gate's are only allowed for use with 100% Nike owned events. The use of this tool with any 3rd party event is prohibited.

NAMING YOUR GATE
Your Gate will have a unique URL specific for your event. Your Gate name will be included in this URL and is generally the name of your event.

- Your Gate URL will look like this: *Nike.com/events/register/**event-name***

Your Gate name should be unique to your event and not match that of a campaign. Please use the Word Mark Request in Anaqua to submit event names for Trademark Clearance review. If you have graphics or logos please use the Graphics Request.

If you need access to Anaqua or have questions about the request forms please contact Liesel Antu at 503-671-4681 or liesel.antu@nike.com.

MINIMUM AGE REQUIREMENTS
Users who are under the age of 18 in certain countries will see a default message stating: "You can still register for this race. However you do not meet the local age requirements to create a Nike+ account." See Consumer Journey in the user manual for reference.

You are required to include custom messaging specific to your event informing users what that age requirement is and additional messaging for any event age requirements as well.

IMPLEMENTATION

WHAT YOU WILL RECEIVE

Along with this user manual you should have received an Excel spreadsheet pertaining to your gate titled: assets-for-translation-v2.8

GATHERING YOUR CONTENT

- If the language of your Gate is English then:
  - Please use the sheet titled “English” in the provided Excel spreadsheet to provide the translations for your Gate copy.
- If the language of your Gate is NOT English then:
  - Please use the sheet titled “Non-English” in the provided Excel spreadsheet to provide the translations for your Gate copy.

DELIVERING CONTENT

Please return the following content no later 3 weeks before your registration is set to open.

- assets-for-translation-v2.2 document
- Hero image for desktop and mobile experience
  - 848px by 322px for desktop
  - 585px by 206px for mobile
- FAQ’s translated (if not providing a link)
  - You have the option to host your FAQ’s on the gate, or provide a link to a third party site hosting your FAQ’s
- Your name and contact information
- The date your event registration opens
- The date you would like your registration gate closed
- The language used if not English

DATA TRACKING

NIKE+ NUID

The Gate tool is tracking members Nike+ nuid. This is unique identifier that provides detailed analytics on each Nike+ members for Nike teams. The nuid value will be passed to the registration form as part of the URL string. Your registration partner will need to account for this value and plan to store accordingly.

- Example URL: http://www.registrationpartner.com?member=1&*nuid=DC100CD1E3D0E486E040070A251011F*

*Your registration vendor will need to provide the key for how this data is passed to their form. Once provided, you will need to account for this in the URL string.

NEW & EXISTING NIKE+ USERS

The Nike Authentication Gate will provide information on which event attendees are new Nike+ users and those who were already registered. This is done by passing a unique identifier in the URL string to the race registration vendor.

- After a user chooses their desired race registration type and re-directed to the corresponding form, the URL will include a unique value tracking new from existing Nike+ users.
- If the user is a new Nike+ member, their URL will look like this: *Nike.com/events/register/?member=0*
- If the user is an existing Nike+ member, their URL will look like this: *Nike.com/events/register/?member=1*

*Your registration vendor will need to provide the key for how this data is passed to their form. Once provided, you will need to account for this in the URL string.

CLOSING YOUR GATE

REGISTRATION CLOSED

After race-day, please work back with your primary support contact to begin the appropriate decommission process specific to your gate needs.

CONSUMER JOURNEY

STEP #1: PUBLIC TOUCHPOINT

- Figure 1.A shows the public touchpoint you will use to promote your event.
  - This touchpoint is created and managed independently, by you and/or event producers.
  - When users choose to register for the event, they will be directed to the Nike+ Authentication Gate.

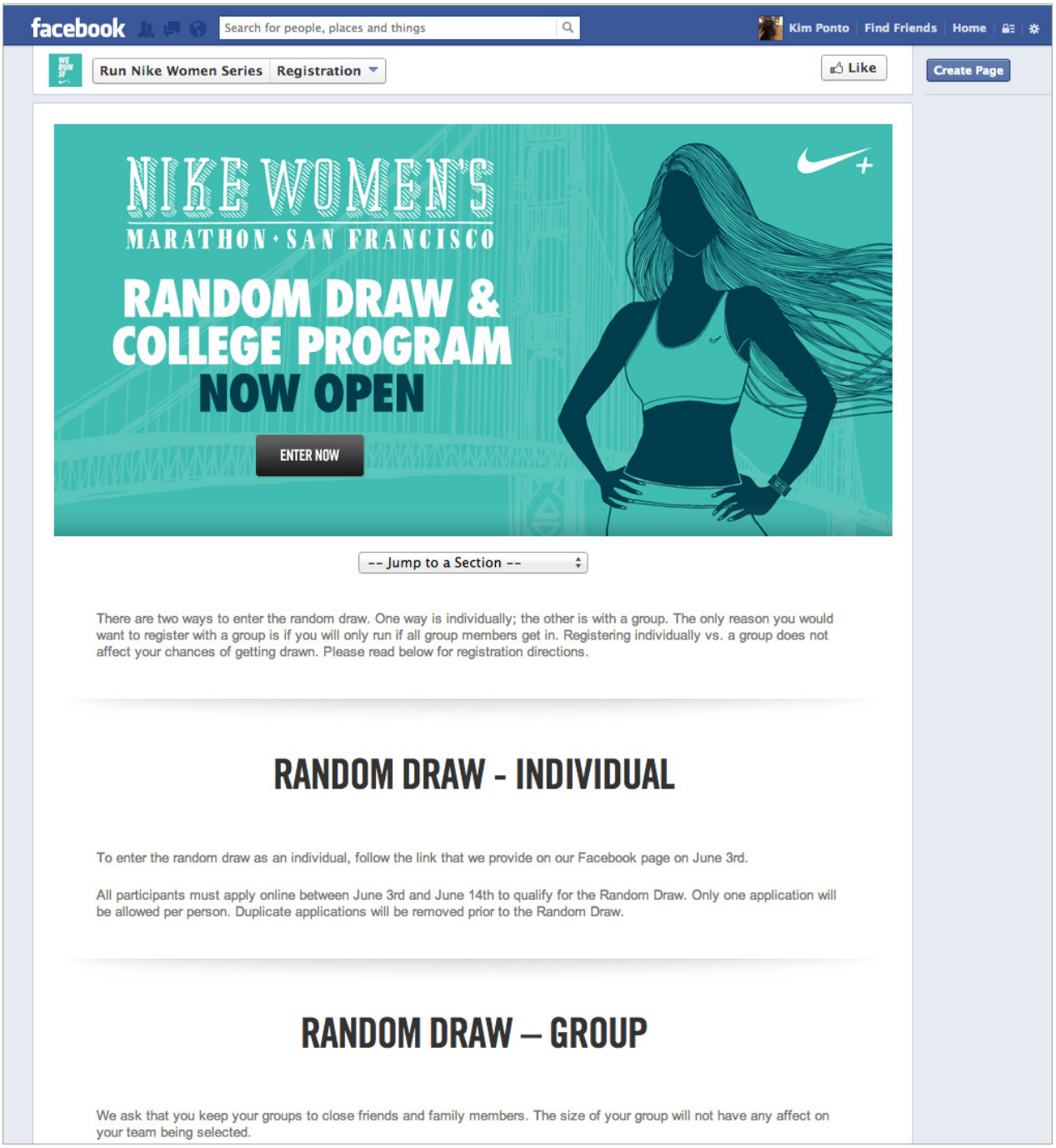

facebook
Search for people, places and things
Kim Ponto
Find Friends
Home
Run Nike Women Series
Registration
Like
Create Page
NIKE WOMEN'S
MARATHON · SAN FRANCISCO
RANDOM DRAW &
COLLEGE PROGRAM
NOW OPEN
ENTER NOW
-- Jump to a Section --
There are two ways to enter the random draw. One way is individually; the other is with a group. The only reason you would want to register with a group is if you will only run if all group members get in. Registering individually vs. a group does not affect your chances of getting drawn. Please read below for registration directions.
RANDOM DRAW - INDIVIDUAL
To enter the random draw as an individual, follow the link that we provide on our Facebook page on June 3rd.
All participants must apply online between June 3rd and June 14th to qualify for the Random Draw. Only one application will be allowed per person. Duplicate applications will be removed prior to the Random Draw.
RANDOM DRAW – GROUP
We ask that you keep your groups to close friends and family members. The size of your group will not have any affect on your team being selected.

Fig. 1.A

STEP #2: NIKE AUTHENTICATION GATE

- Figure 2.A shows the Nike Authentication Gate.
  - The Nike Authentication Gate includes specific event details, Nike+ brand messaging and general information.
  - Here users will be required to log-in to their existing Nike+ account, or create a new one.
  - Once they have completed one of these options, they can register for the event.

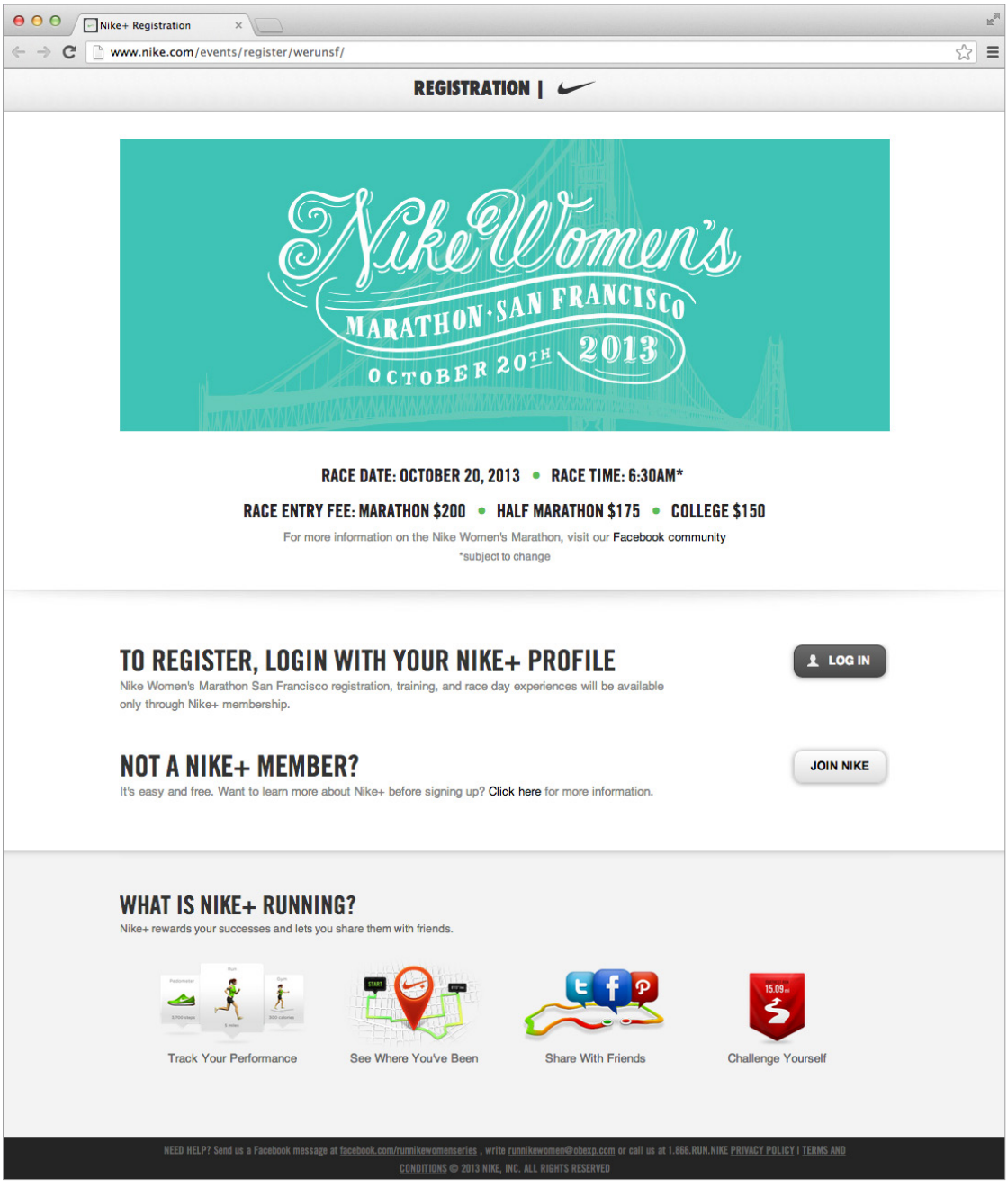

Nike+ Registration
www.nike.com/events/register/werunsf/
REGISTRATION |
Nike Women's
MARATHON · SAN FRANCISCO
OCTOBER 20TH 2013
RACE DATE: OCTOBER 20, 2013 • RACE TIME: 6:30AM*
RACE ENTRY FEE: MARATHON $200 • HALF MARATHON $175 • COLLEGE $150
For more information on the Nike Women's Marathon, visit our Facebook community
*subject to change
TO REGISTER, LOGIN WITH YOUR NIKE+ PROFILE
Nike Women's Marathon San Francisco registration, training, and race day experiences will be available only through Nike+ membership.
LOG IN
NOT A NIKE+ MEMBER?
It's easy and free. Want to learn more about Nike+ before signing up? Click here for more information.
JOIN NIKE
WHAT IS NIKE+ RUNNING?
Nike+ rewards your successes and lets you share them with friends.
Track Your Performance
See Where You've Been
Share With Friends
Challenge Yourself
NEED HELP? Send us a Facebook message at facebook.com/runnikewomenseries , write runnikewomen@obexp.com or call us at 1.866.RUN.NIKE PRIVACY POLICY | TERMS AND CONDITIONS © 2013 NIKE, INC. ALL RIGHTS RESERVED

Fig. 2.A

STEP #3: AUTHENTICATING YOUR ACCOUNT

- Figure 3.A shows the Nike+ account login screen
  - If a user has an existing Nike+ account, they will login by providing their account credentials.
- Figure 3.B shows the create new Nike+ account screen.
  - If a user does not currently have a Nike+ account, they can create a new one by filling out the provided form.

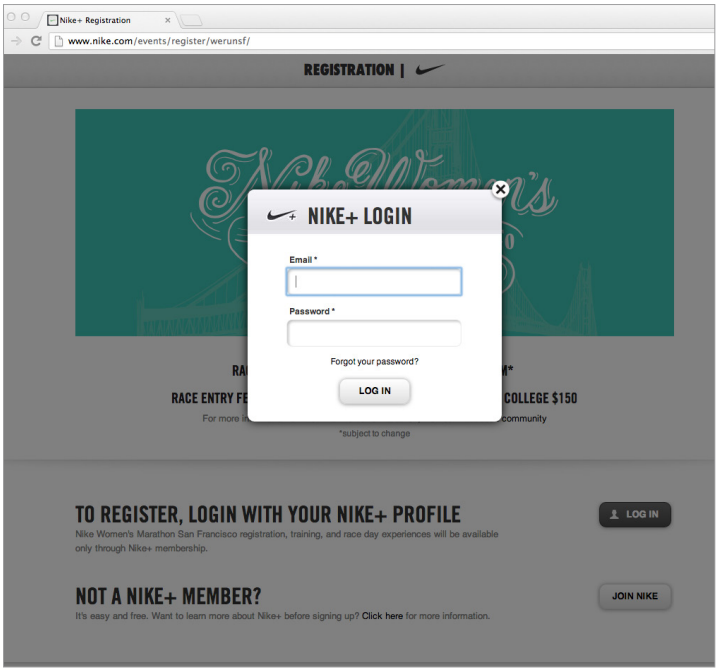


Fig. 3.A

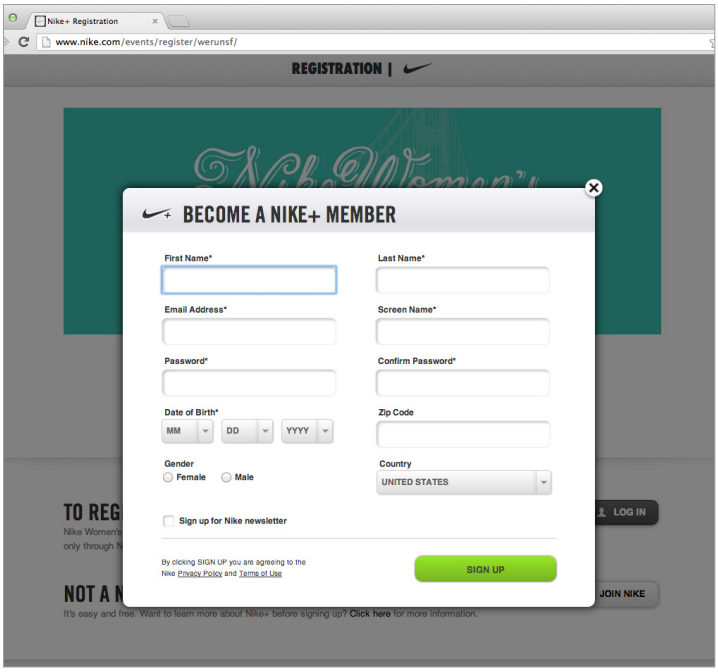


Fig. 3.B

CONSUMER JOURNEY

STEP #4: CHOOSE YOUR REGISTRATION FORM

- Figure 4.A shows the list of registration options.
  - Here users can see they successfully registered their Nike+ account.
  - Users choose which type of registration option applies to them.
  - The Nike Authentication Gate supports listing up to five (5) registration options.

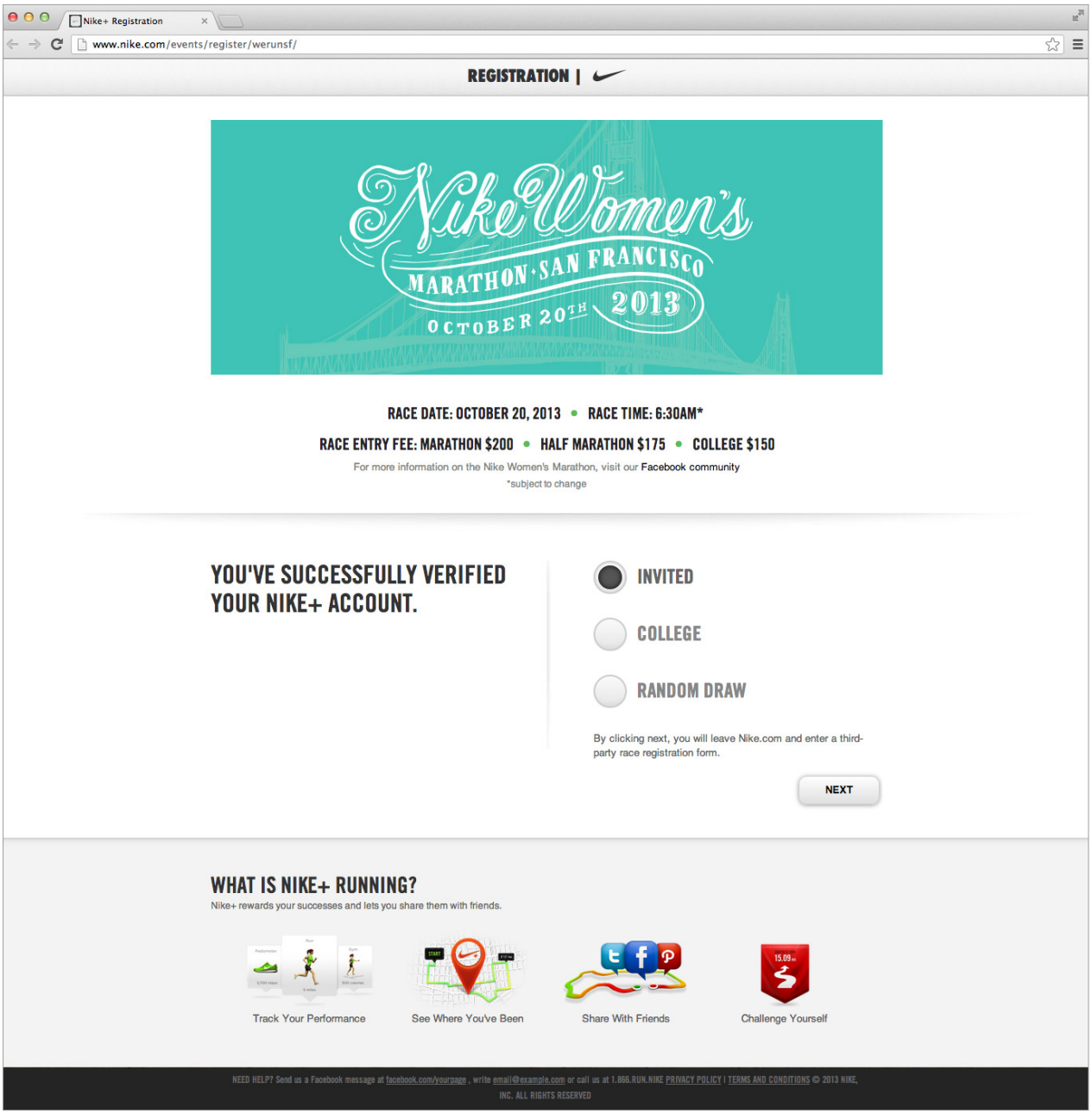

Nike+ Registration
www.nike.com/events/register/werunsf/
REGISTRATION |
Nike Women's
MARATHON · SAN FRANCISCO
OCTOBER 20TH 2013
RACE DATE: OCTOBER 20, 2013 • RACE TIME: 6:30AM*
RACE ENTRY FEE: MARATHON $200 • HALF MARATHON $175 • COLLEGE $150
For more information on the Nike Women's Marathon, visit our Facebook community
*subject to change
YOU'VE SUCCESSFULLY VERIFIED YOUR NIKE+ ACCOUNT.
INVITED
COLLEGE
RANDOM DRAW
By clicking next, you will leave Nike.com and enter a third-party race registration form.
NEXT
WHAT IS NIKE+ RUNNING?
Nike+ rewards your successes and lets you share them with friends.
Track Your Performance
See Where You've Been
Share With Friends
Challenge Yourself
NEED HELP? Send us a Facebook message at facebook.com/yourpage , write email@example.com or call us at 1.866.RUN.NIKE PRIVACY POLICY | TERMS AND CONDITIONS © 2013 NIKE, INC. ALL RIGHTS RESERVED

Fig. 4.A

STEP #5: EVENT REGISTRATION FORM

- Figure 5.A shows the corresponding registration form, users will be directed to after choosing their registration option (see Fig. 4.A).
  - This is where the actual event registration occurs
  - This is an external URL not managed by the Nike Authentication Gate.

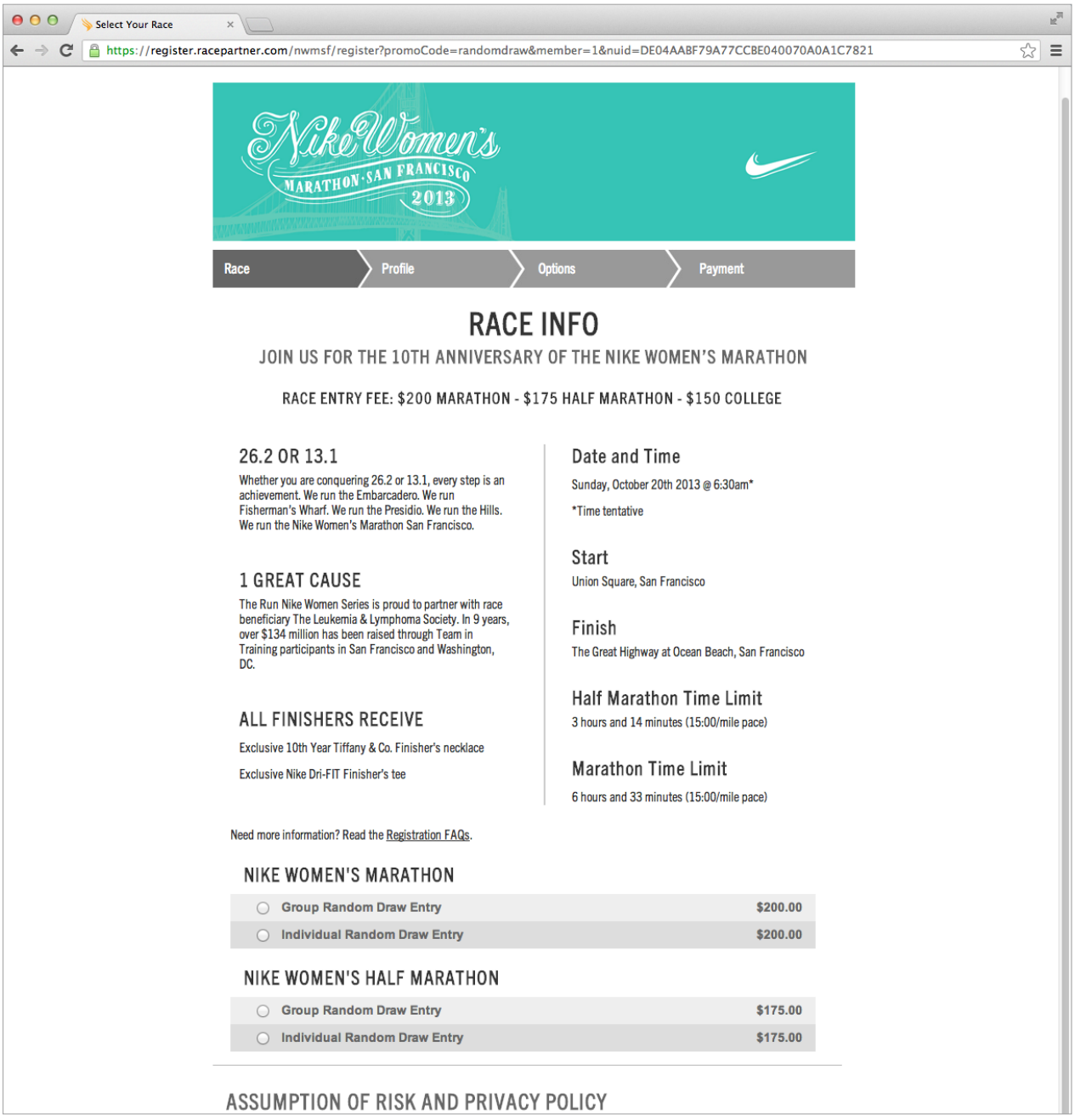

Select Your Race
https://register.racepartner.com/nwmsf/register?promoCode=randomdraw&member=1&nuid=DE04AABF79A77CCBE040070A0A1C7821
Nike Women's
MARATHON · SAN FRANCISCO
2013
Race
Profile
Options
Payment
RACE INFO
JOIN US FOR THE 10TH ANNIVERSARY OF THE NIKE WOMEN'S MARATHON
RACE ENTRY FEE: $200 MARATHON - $175 HALF MARATHON - $150 COLLEGE
26.2 OR 13.1
Whether you are conquering 26.2 or 13.1, every step is an achievement. We run the Embarcadero. We run Fisherman's Wharf. We run the Presidio. We run the Hills. We run the Nike Women's Marathon San Francisco.
1 GREAT CAUSE
The Run Nike Women Series is proud to partner with race beneficiary The Leukemia & Lymphoma Society. In 9 years, over $134 million has been raised through Team in Training participants in San Francisco and Washington, DC.
ALL FINISHERS RECEIVE
Exclusive 10th Year Tiffany & Co. Finisher's necklace
Exclusive Nike Dri-FIT Finisher's tee
Date and Time
Sunday, October 20th 2013 @ 6:30am*
*Time tentative
Start
Union Square, San Francisco
Finish
The Great Highway at Ocean Beach, San Francisco
Half Marathon Time Limit
3 hours and 14 minutes (15:00/mile pace)
Marathon Time Limit
6 hours and 33 minutes (15:00/mile pace)
Need more information? Read the Registration FAQs.
NIKE WOMEN'S MARATHON
Group Random Draw Entry $200.00
Individual Random Draw Entry $200.00
NIKE WOMEN'S HALF MARATHON
Group Random Draw Entry $175.00
Individual Random Draw Entry $175.00
ASSUMPTION OF RISK AND PRIVACY POLICY

Fig. 5.A

WHAT YOU CAN CUSTOMIZE

CUSTOM ASSETS

There are specific assets you can customize for your Nike Authentication Gate. Any additional creative and copy changes are not allowed without approval from your Nike WHQ contact.

LANDING SCREEN

- Figure 6.A shows customizable assets
  - Asset #1: Event name.
  - Asset #2: Hero image
  - Asset #3: Event information
  - Asset #4: FAQ and custom link
  - Asset #5: H1 body copy (must inform user why we are require a Nike+ account).
  - Asset #6: Footer content

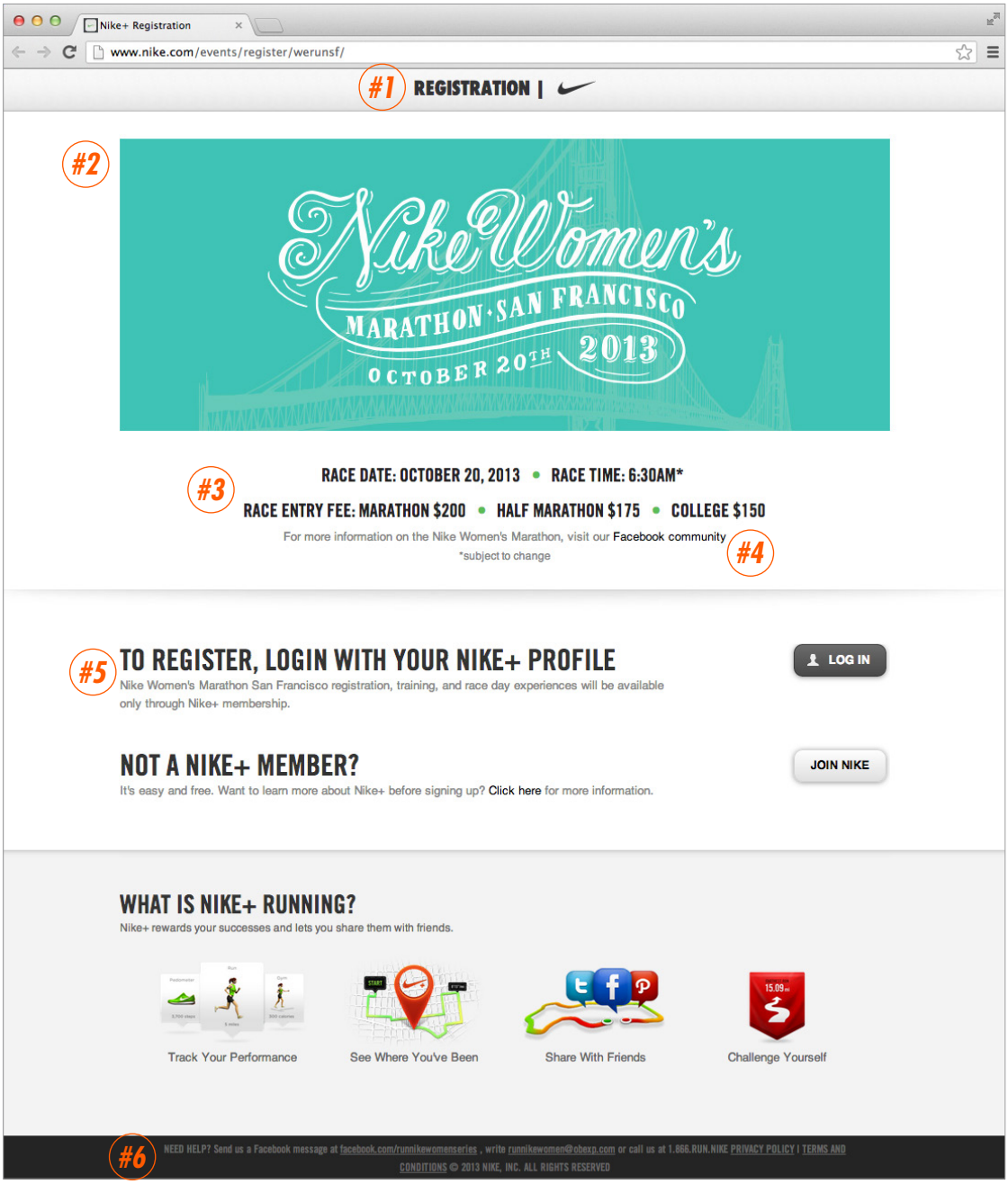
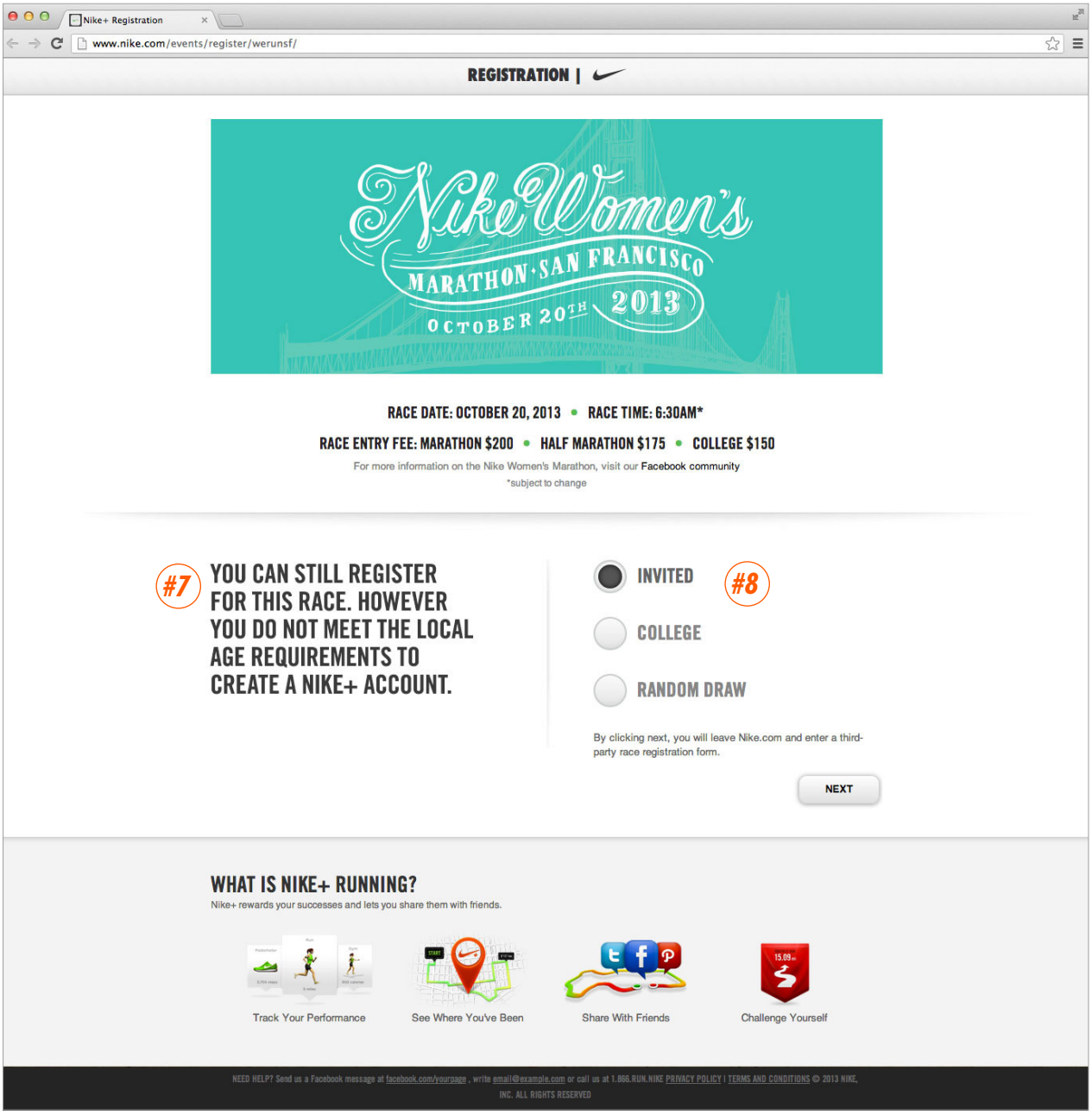

Nike+ Registration
www.nike.com/events/register/werunsf/
#1
REGISTRATION |
#2
Nike Women's
MARATHON · SAN FRANCISCO
OCTOBER 20TH 2013
#3
RACE DATE: OCTOBER 20, 2013 • RACE TIME: 6:30AM*
RACE ENTRY FEE: MARATHON $200 • HALF MARATHON $175 • COLLEGE $150
For more information on the Nike Women's Marathon, visit our Facebook community
*subject to change
#4
#5
TO REGISTER, LOGIN WITH YOUR NIKE+ PROFILE
Nike Women's Marathon San Francisco registration, training, and race day experiences will be available only through Nike+ membership.
LOG IN
NOT A NIKE+ MEMBER?
It's easy and free. Want to learn more about Nike+ before signing up? Click here for more information.
JOIN NIKE
WHAT IS NIKE+ RUNNING?
Nike+ rewards your successes and lets you share them with friends.
Track Your Performance
See Where You've Been
Share With Friends
Challenge Yourself
#6
NEED HELP? Send us a Facebook message at facebook.com/runnikewomenseries , write runnikewomen@obexp.com or call us at 1.866.RUN.NIKE PRIVACY POLICY | TERMS AND CONDITIONS © 2013 NIKE, INC. ALL RIGHTS RESERVED

Fig. 6.A

WHAT YOU CAN CUSTOMIZE

CHOOSING RACE TYPE

- Figure 7.A shows customizable assets
  - Asset #7: Age verification notification.
  - Asset #8: Registration form types


Nike+ Registration
www.nike.com/events/register/werunsf/
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RACE ENTRY FEE: MARATHON $200 • HALF MARATHON $175 • COLLEGE $150
For more information on the Nike Women's Marathon, visit our Facebook community
*subject to change
#7
YOU CAN STILL REGISTER FOR THIS RACE. HOWEVER YOU DO NOT MEET THE LOCAL AGE REQUIREMENTS TO CREATE A NIKE+ ACCOUNT.
INVITED
#8
COLLEGE
RANDOM DRAW
By clicking next, you will leave Nike.com and enter a third-party race registration form.
NEXT
WHAT IS NIKE+ RUNNING?
Nike+ rewards your successes and lets you share them with friends.
Track Your Performance
See Where You've Been
Share With Friends
Challenge Yourself
NEED HELP? Send us a Facebook message at facebook.com/yourpage , write email@example.com or call us at 1.866.RUN.NIKE PRIVACY POLICY | TERMS AND CONDITIONS © 2013 NIKE, INC. ALL RIGHTS RESERVED

Fig. 7.A

WHAT YOU CAN CUSTOMIZE

FAQ'S & ACCENT COLOR

- Figure 8.A shows customizable assets
  - Asset #9: FAQ's
  - Asset #10: Accent color

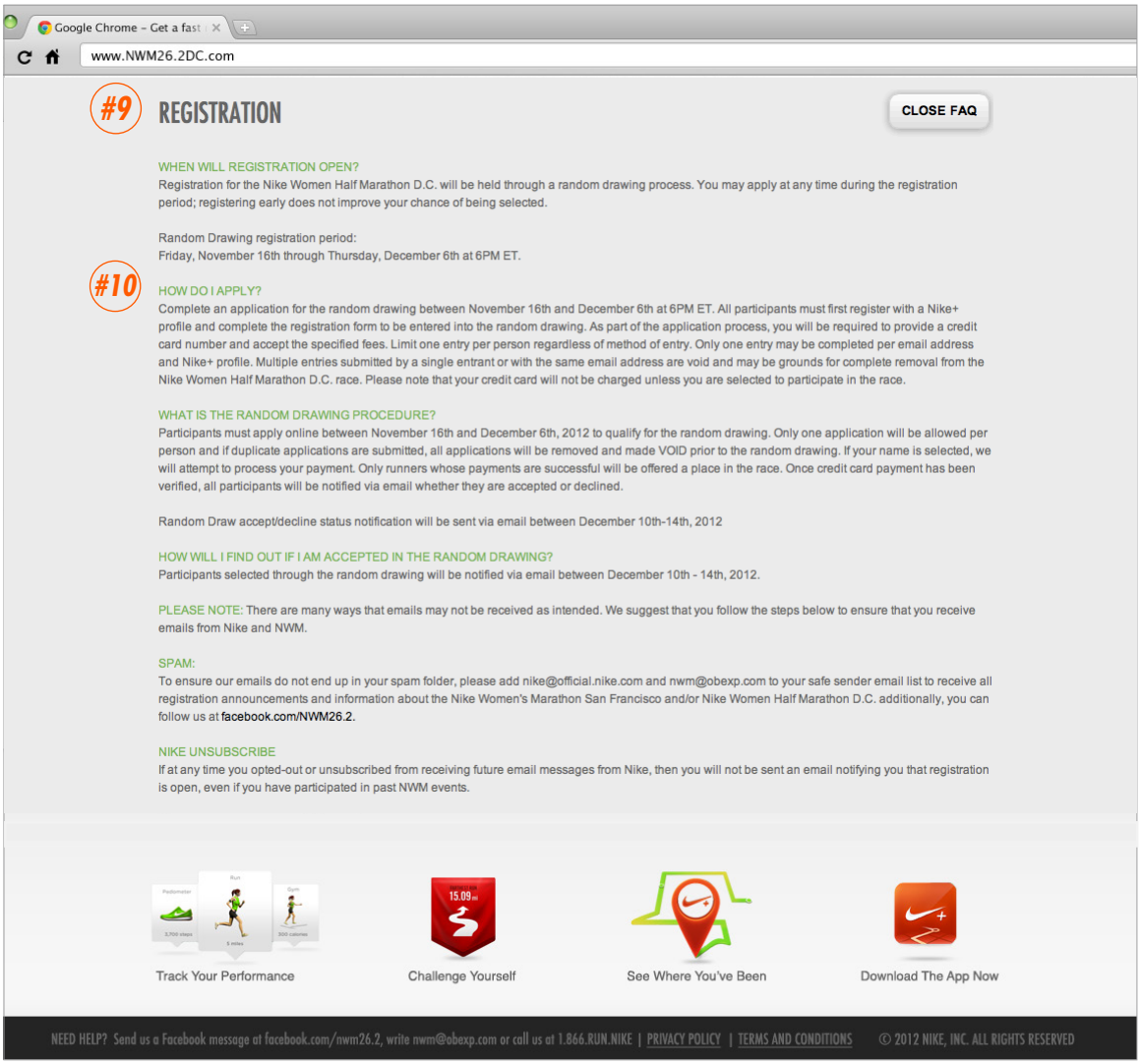

Google Chrome - Get a fast
www.NWM26.2DC.com
#9
REGISTRATION
CLOSE FAQ
WHEN WILL REGISTRATION OPEN?
Registration for the Nike Women Half Marathon D.C. will be held through a random drawing process. You may apply at any time during the registration period; registering early does not improve your chance of being selected.
Random Drawing registration period:
Friday, November 16th through Thursday, December 6th at 6PM ET.
#10
HOW DO I APPLY?
Complete an application for the random drawing between November 16th and December 6th at 6PM ET. All participants must first register with a Nike+ profile and complete the registration form to be entered into the random drawing. As part of the application process, you will be required to provide a credit card number and accept the specified fees. Limit one entry per person regardless of method of entry. Only one entry may be completed per email address and Nike+ profile. Multiple entries submitted by a single entrant or with the same email address are void and may be grounds for complete removal from the Nike Women Half Marathon D.C. race. Please note that your credit card will not be charged unless you are selected to participate in the race.
WHAT IS THE RANDOM DRAWING PROCEDURE?
Participants must apply online between November 16th and December 6th, 2012 to qualify for the random drawing. Only one application will be allowed per person and if duplicate applications are submitted, all applications will be removed and made VOID prior to the random drawing. If your name is selected, we will attempt to process your payment. Only runners whose payments are successful will be offered a place in the race. Once credit card payment has been verified, all participants will be notified via email whether they are accepted or declined.
Random Draw accept/decline status notification will be sent via email between December 10th-14th, 2012
HOW WILL I FIND OUT IF I AM ACCEPTED IN THE RANDOM DRAWING?
Participants selected through the random drawing will be notified via email between December 10th - 14th, 2012.
PLEASE NOTE: There are many ways that emails may not be received as intended. We suggest that you follow the steps below to ensure that you receive emails from Nike and NWM.
SPAM:
To ensure our emails do not end up in your spam folder, please add nike@official.nike.com and nwm@obexp.com to your safe sender email list to receive all registration announcements and information about the Nike Women's Marathon San Francisco and/or Nike Women Half Marathon D.C. additionally, you can follow us at facebook.com/NWM26.2.
NIKE UNSUBSCRIBE
If at any time you opted-out or unsubscribed from receiving future email messages from Nike, then you will not be sent an email notifying you that registration is open, even if you have participated in past NWM events.
Track Your Performance
Challenge Yourself
See Where You've Been
Download The App Now
NEED HELP? Send us a Facebook message at facebook.com/nwm26.2, write nwm@obexp.com or call us at 1.866.RUN.NIKE | PRIVACY POLICY | TERMS AND CONDITIONS © 2012 NIKE, INC. ALL RIGHTS RESERVED

Fig. 8.A

WHAT YOU CAN CUSTOMIZE

REGISTRATION CLOSED MESSAGE

- Figure 9.A shows customizable assets
  - Asset #11: Registration closed message

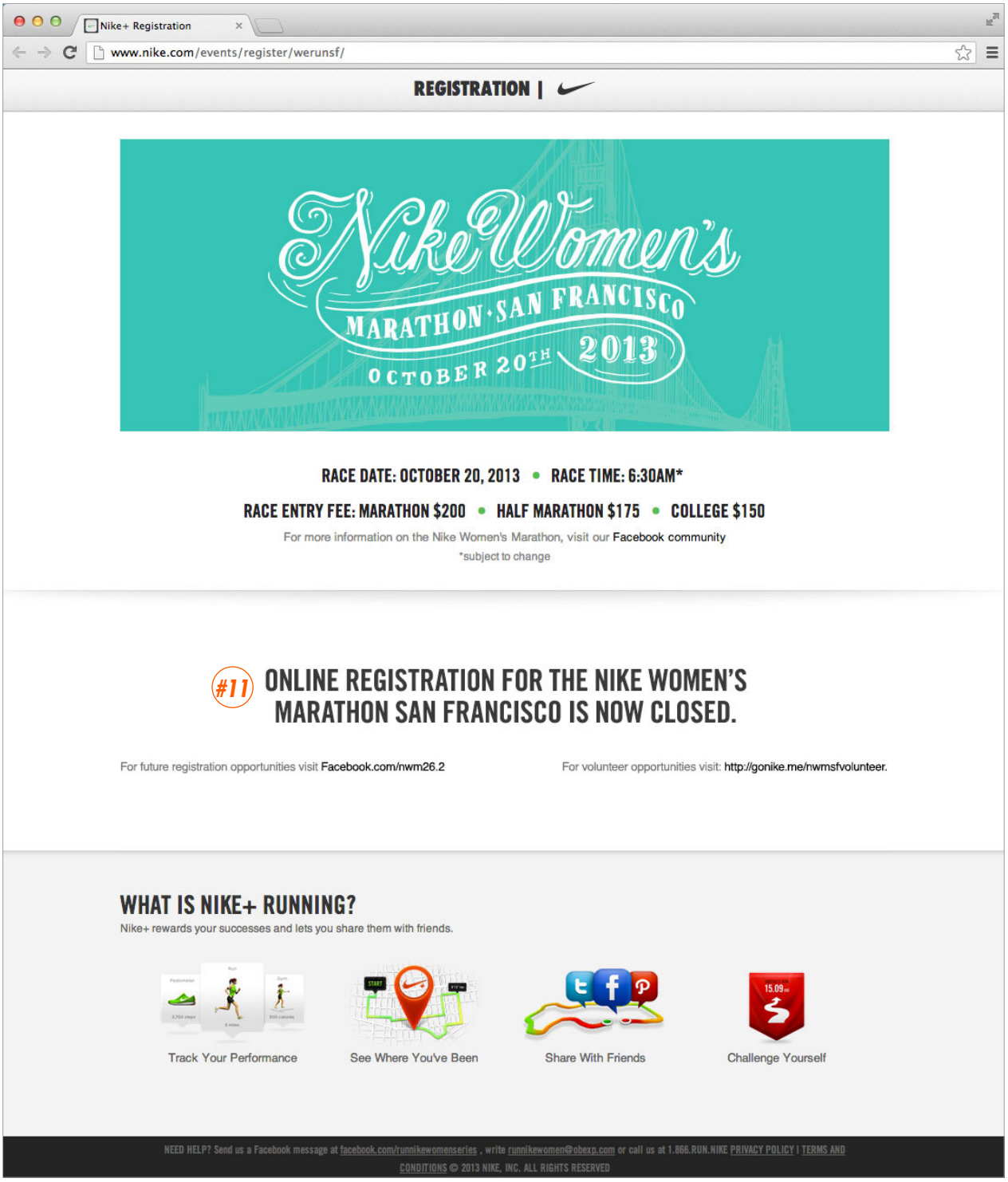

Nike+ Registration
www.nike.com/events/register/werunsf/
REGISTRATION |
Nike Women's
MARATHON · SAN FRANCISCO
OCTOBER 20TH 2013
RACE DATE: OCTOBER 20, 2013 • RACE TIME: 6:30AM*
RACE ENTRY FEE: MARATHON $200 • HALF MARATHON $175 • COLLEGE $150
For more information on the Nike Women's Marathon, visit our Facebook community
*subject to change
#11
ONLINE REGISTRATION FOR THE NIKE WOMEN'S MARATHON SAN FRANCISCO IS NOW CLOSED.
For future registration opportunities visit Facebook.com/nwm26.2
For volunteer opportunities visit: http://gonike.me/nwmsfvolunteer.
WHAT IS NIKE+ RUNNING?
Nike+ rewards your successes and lets you share them with friends.
Track Your Performance
See Where You've Been
Share With Friends
Challenge Yourself
NEED HELP? Send us a Facebook message at facebook.com/runnikewomenseries , write runnikewomen@obexp.com or call us at 1.866.RUN.NIKE PRIVACY POLICY | TERMS AND CONDITIONS © 2013 NIKE, INC. ALL RIGHTS RESERVED

Fig. 9.A

BEST PRACTICES

PRE-JOURNEY

Start to communicate the benefits of Nike+ leading up to the registration. Things that new members would need to know about. Tracking your performances, setting goals, connecting with friends, etc. Get consumers familiar with the apps that will help get them accomplish their goal. Nike+ Running, NTC and Fuel are tools for their training.

Build anticipation for Registration. Announce the date of the race early on so runners can plan to attend.

Shortly after announce the date when registration will be opened, and give consumers another heads up a week prior to registration while supplying proper FAQs to answer any questions they may have.

DURING REGISTRATION

Keep touting Nike+ benefits. There is likely an influx of new members so talking about the app and different features is a good start. Nike+ Levels, music, leaderboards etc.

POST REGISTRATION

Get an initial Nike+ data pull on your registration community. This will help craft your messages based on the number of miles your community has with the service. Continue to do a few data pulls on your community throughout their journey. This will help you see your community growth, and continue to craft your messages throughout the journey.

Introducing a training journey can be key. The new runners that you may have will be looking for guidance on how they will reach their goal. Provide three tiers of training, beginner, Medium and advanced. 12-15 weeks is usually a the length of training for 13.1 and 26.2 miles respectively.

Talk to your community as if they are bonded together even more now that they are all members of the Nike+ community. Bond them together under one hashtag while they train. It makes it easier to communicate with runners going along the same journey, and provides inspiration when community members search for photos and tweets from fellow runners. For reference, #letsturnitup was the tag and message for Spring 13' women's amplify 13.1 training journey and #werunDC for race week.

Reward consumers along the training journey.

- Tier 1: Physical Rewards

Product – tied to training journey (ie shoes, tights, etc) Or provide early access to product drops on nike.coM-VIP Events – provide exclusive access to influencer events.

- Tier 2: Social

If your journey timing suffice, showcase a few runners training stories.

- Tier 3: Social highlight

RT, favorite, like photos on instagram. Showcase photography in a fun way. See Nike Running's example: HERE

REGISTRATION PROCESS

Be very forward with the value proposition of Nike+. There is a reason why we want you to become a member with Nike+ as you train for our races. It is a journey to your goal/race-day.

Don't differentiate that there is a difference between Nike+ Registration and registering for the race. You are joining a community, not registering for a service. Who says you the only time you can run together is on Race Day? Train, together. Race, together.

Customize the touts for those who are new members and those who are not. Touting more advanced features to existing members.

When registering for the race, have an invite a friend feature or social sharing. Once everything is finalized take consumers back to Nike+ where they can explore the site and features further. Setup their profile etc.

CEE LEARNINGS

IMPLEMENTATION

It was a pretty easy process of getting the gate integrated in the race registration journey. It's a basic task that every digital agency should be able to execute. There were some issues with the fonts initially as the Polish & Czech alphabet has special characters that either don't display correctly or make the translations very long. Nothing that could not be fixed, but has delayed the implementation. Nothing critical though. The only big downside of the implementation is, that after implemented, global digital tech team is the only one that can push it live. While this might not be an issue in NA, it can delay launches in the rest of the world due to time differences.

PRE-LAUNCH COMMS

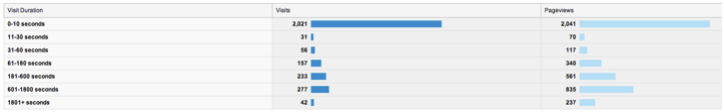
Agree with all Adam's points of communicating Nike+ benefits to the communities' prior the launch. The Polish team did 80 % of race recruitment on social, which had given us the opportunity of talking more about Nike+ benefits. These benefits are very important, not only to minimize the bounce rate on the gate, but also to convert new Nike+ members into active users. Benefits of Nike+ must be communicated in all comms materials used for the race recruitment (Newsletter, social, Nike.com, PR support also helps).

DURING LAUNCH

We had an issue with the minimum age requirement. In Poland you could register for the race with the age of 16, while the gate required a minimum age of 18 years old. We solved this through customer support & L/R on social. Would be great if minimum age could be set up based on legal requirements of each territory.

There were also some issues with the gate being supported on different types of browsers. In emerging economies, such as CEE there are still a lot of old browser versions that need to support the gate in order to ensure premium customer experience.

Time spent on the gate was twice as high as on other pages, which included longer registration forms. I assume that this is due to users looking for their Nike+ passwords. We had a lot of complaints why there is no FB/TW connect button as most of our users use this when logging into Nikeplus.com. Adding a FB & Twitter connect button would not only help reduce time spent & bounce rate, but also solve the issue of a user having to fill in his personal data twice.



Visit Duration	Visits	Pageviews
0-10 seconds	2,021	2,041
11-30 seconds	31	70
31-60 seconds	56	117
61-180 seconds	157	340
181-600 seconds	233	561
601-1800 seconds	277	835
1801+ seconds	42	237

It would be really helpful if we can transfer the data entered in registration fields on the gate, forward to the 3rd party registration site. This would also have a positive influence on the bounce rate and user experience.

It's important to continuously communicating Nike+ as a service that you register for, which offer you different benefits (trainings, events, progress tracking, challenges…). Communication should be supported both on the gate, registration site and on social. I almost feel that the carrousel that is placed at the bottom of the gate is not enough. The user almost has to feel like he joins to a club, rather than just registers for the race. Adam made a good point in the "registration process" paragraph, about customizing touts. How can we make this happen technically as at the moment we loose the users once they registered.

The analytics dashboard is very helpful, as it allows us to adjust messaging around Nike+ based on user activity after registering. We saw that the majority of new members registered to Nike+ in the process of race registrations, did not convert to active users. It would be a big improvement, if we could use personal data from the dashboard, to send new inactive members Nike+ activation emails, training invitations, etc. This kind of messaging would help convert members into active members. Apparently the confirmation email is not enough, so in order to make Nike+ a really personalized service, a dialog with the members should be established. This kind of messaging could be also used to reward most active members.

CEE LEARNINGS

Basically there could be a whole CRM program build around new members & most active members during the race journey. Would suggest a retention plan for existing active members and activation plan for new inactive members.

Mobile version of the gate performs great. I feel that we can use the mobile version also to push downloads. There is no Nike+ carrousel; we believe that the messaging around Nike+ on the mobile version could be improved. Adding a click to download link to App Store could make sense as well. I think we should use this opportunity to immediately offer users to download the app if they want. We had 25 % of users visiting the gate via a mobile device in Poland, which was a missed opportunity in my opinion.

SUPPORT

SUPPORT FOR YOUR GATE

During the initial stages of deploying this tool and implementing standardized processes, please contact the following with questions regarding your Gate.

Please note, you are also required to establish a local Nike contact for support throughout this process.

- Lucie Bouffleur
  - Nike WHQ, Events Capabilities
  - lucie.bouffleur@nike.com
- Chris Wong
  - Nike WHQ, Project Manager
  - chris.wong@nike.com
- Coe Lottis
  - The Program (agency partner)
  - coe@theprogrampdx.com
- If you need access to Anaqua or have questions about the request forms please contact Liesel Antu at 503-671-4681 or liesel.antu@nike.com.

FAQ

1. WILL THE NIKE AUTHENTICATION GATE ALSO MANAGE EVENT REGISTRATION?

No. This tool only facilitates ensuring each event attendee is part of the Nike+ community. You will need to work with registration partner for all event registration needs.

3. HOW DO I ESTABLISH MY NIKE CONTACT?

Please use one of the contacts listed in the Support section to help identify the right local and WHQ contacts for your gate needs.

4. CAN I CUSTOMIZE ADDITIONAL AREAS OF THE GATE OTHER THAN THOSE LISTED IN THIS MANUAL?

No. You are only allowed to customize the assets outlined in this manual.

5. CAN I USE FONTS SPECIFIC TO MY EVENT?

No. You are only allowed to Nike brand fonts supported in this tool.

6. CAN I USE THIS TOOL FOR 3RD PARTY EVENTS, SUCH AS A NIKE SPONSORED EVENT?

No. You are only allowed to use this tool for 100% Nike owned events.

7. WHY ARE USERS REQUIRED TO CREATE A NIKE+ ACCOUNT BEFORE REGISTERING?

Most training and race-day experiences are now managed through Nike. By ensuring each attendee is part of the Nike+ community, Nike can deliver an immersive brand experience, engage event attendees through elevated event initiatives and gain valuable consumer and event insights.

8. DOES THIS TOOL SUPPORT FACEBOOK CONNECT?

No. At this time, we are not supporting any Facebook connect processes.

9. CAN I HOST THE GATE LOCALLY?

No. This tool will only function when hosted on a Nike.com environment. Local hosting is not supported.

THANK YOU